Source: https://www.industrydocuments.ucsf.edu/docs/yhfp0003
2061037750

"2061037750"

LEO BURNETT U.S.A.
Ad No. FS7106-A2 – Req. No. M4921G – "Catalog Home Collection" Spnd. – 4-C (15-5/8" x 10-1/2") FSI, September 8, 1996

Introducing The Benson & Hedges Home Collection Catalog

Featuring distinctive items chosen to enhance your surroundings.
If you have questions about this exclusive offer, please call **1-800-2-BENSON (1-800-223-6766).**

Limited to smokers 21 years of age or older. Void in Kansas. Call by Feb. 28, 1997 to request a catalog. Allow 6-8 weeks for catalog delivery.

SURGEON GENERAL'S WARNING: Smoking Causes Lung Cancer, Heart Disease, Emphysema, And May Complicate Pregnancy.

A little candle light.
Sandblasted bar is heated, allows three wax candle centers are molded in a base of black wrought iron. 6" high. Candles not included.
40 Pack UPCs.

Sheer comfort.
A blend of comfort and style, this ribbed V-neck sweater comes in rich forest green. Material is 50% wool, 50% acrylic. Specify S, M or L. **225 Pack UPCs.**

A time-honored tradition.
Grace your mantle with this Bulova® basswood grandfather clock. Quartz movement for accuracy. Batteries included.
275 Pack UPCs.

Name your game.
A study in workmanship, this finished-wood game set includes checkers, backgammon, cribbage, chess, dominoes and playing cards.
170 Pack UPCs.

Service with style.
W.C. sculptural contemporary elegance with this silver-plated coffee service. Includes coffee pot, creamer, sugar bowl and serving tray.
200 Pack UPCs.

The case at hand.
Finished with classic gold-toned accents, this woman cigarette case features a built-in lighter.
80 Pack UPCs.

The art of the ashtray.
This ashtray will be right at home in most any room. It comes in a marbleized natural-green color with a high-gloss finish. **75 Pack UPCs.**

A flicker of gold.
With a distinctive brushed-gold tone, our wind-resistant lighter is a perfect match for every Benson & Hedges smoker. **40 Pack UPCs.**

Small screen TV.
Comes 2 x 2" color LCD TV. High-resistance technology. AC input, earphone jack, external antenna jack, and antenna. Batteries not included. **400 Pack UPCs.**

Old-fashioned class.
This Mikasa® hand-cut lead crystal ice bucket will sparkle in any home. Set includes four double old-fashioned glasses and ice tongs.
300 Pack UPCs.

12-oz. can 11 mg nicotine
as per cigarette by FTC method.

HOW TO ORDER

Simply clip the UPCs off any Benson & Hedges packs, then follow these simple instructions.

ONE

Complete the easy-to-order form. Orders must include your signature and birth date, and be received by April 1st, 1997.

TWO

Include appropriate number of Benson & Hedges pack UPCs.

[illegible] UPCs will be accepted.

THREE

Use the chart to determine shipping/handling fee and include check or money order payable to Club Benson & Hedges. (No cash, please.)

FOUR

Mail in a padded envelope to: Club Benson & Hedges Home Collection, P.O. Box [illegible], Dover, DE [illegible]. Be sure to use the proper postage. Please allow [illegible] weeks for delivery. Limit two of each item per person, regardless of size, maximum of six items total throughout the promotion. No group or organization orders will be honored.

Item	Quantity	Total UPC Required Per Item	Total UPCs Required Per Item
CANDLE HOLDERS		40	
SWEATER Circle Desired Size: S M L		225	
CLOCK		275	
GAME SET		170	
COFFEE SERVICE		200	
CIGARETTE CASE		80	
ASHTRAY		75	
LIGHTER		40	
PORTABLE TV		400	
ICE BUCKET & GLASSES		300	
Total Pack UPCs Enclosed			
SHIPPING & HANDLING (Add $5.00 for each $0.01 to $9.99 / Add $6.00 for each $10.00 to $19.99 / Add $7.00 for each $20.00 to $29.99)			$

Mr. ☐ Mrs. ☐ Ms. _____ PCB0217

Address _____ Apt. _____

City _____ State _____ ZIP _____ Phone ( ) _____

Offer limited to residents 21 years of age or older. Void where prohibited by law. Void in Kansas. Offer good in U.S. only. Limit one offer per household. Limit one set of each item per person. Please allow 6-8 weeks for delivery. Limit two of each item per person, regardless of size, maximum of six items total throughout the promotion. No group or organization orders will be honored. Offer expires April 1st, 1997. Benson & Hedges reserves the right to substitute merchandise of equal value if any item is unavailable. Offer void where restricted by law. By participating in this offer, you agree to be bound by these terms and conditions and by the decisions of Benson & Hedges, which are final in all matters relating to this offer. Void where taxed, restricted or prohibited by law. Limit one offer per household. Limit one set of each item per person. Please allow 6-8 weeks for delivery. Limit two of each item per person, regardless of size, maximum of six items total throughout the promotion. No group or organization orders will be honored. Offer expires April 1st, 1997. Benson & Hedges reserves the right to substitute merchandise of equal value if any item is unavailable. Offer void where restricted by law. By participating in this offer, you agree to be bound by these terms and conditions and by the decisions of Benson & Hedges, which are final in all matters relating to this offer. Void where taxed, restricted or prohibited by law.

Signature (Required) _____

Date of Birth (Required) ___/___/___ Today's Date ___/___/___
(Month Day Year) (Month Day Year)

Regular Brand Smoked _____

E. PARKE. M. MORVETT. A. MCAFEE. A. KRUMMER